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<b>REISSUE APPLICATION DECLARATION BY THE INVENTOR</b>	Guitar Number (Optional) <b>16113-1341RE0</b>
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I hereby declare that:

Each inventor's residence, mailing address and citizenship are stated below next to their name.

I believe the inventors named below to be the original and first inventor(s) of the subject matter which is described and claimed in patent number **5,948,061**, granted **September 7, 1999**, and for which a reissue patent is sought on the invention entitled **Method of Delivery of Targeting, and Measuring Advertising Over Networks**.

The application of which

is attached hereto.

was filed on **May 24, 2000** as reissue application number **09/572,708**

**April 4, 2001** **July 24, 2001** and

and was amended on **September 30, 2002**

(If applicable).

I have reviewed and understood the contents of the above-identified application, including the claims, as amended by any amendment referred to above.

I acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR 1.26.

I hereby claim foreign priority benefits under 35 U.S.C. 119(e)(3) or (b), or 356(b). Attached is Form PTO/SB/025 (or equivalent) listing the foreign applications.

I verify that the original patent to be wholly or partly inoperative or invalid, for the reasons described below. (Check all boxes that apply.)

by reason of a defective specification or drawing

by reason of the patentee claiming more or less than he had the right to claim in the patent,

by reason of other errors.

At least one error upon which reissue is based is described below. If the reissue is a broadcasting reissue, such must be stated with an explanation as to the nature of the broadcasting.

We, the inventors, believe that pursuant to 37 C.F.R. 1.175, the original patent, No. 5,948,061, is partly inoperative by reason of, in claim 1 of the original patent, failure to specify an advertisement selection technique based upon the information stored about said user node at said advertisement server node.

## INVENTIVE APPLICATION DECLARATION BY THE INVENTOR(s) page 2

Approved for use through 06/30/2010. GSA GEN-0042  
U.S. Patent and Trademark Office U.S. DEPARTMENT OF COMMERCE  
1204-0014 (2009-09-01)

Docket Number (Optional)  
16113-1341REQ

All errors contained in this reissue application arose without any deceptive intention on the part of the applicant.

Note: To appoint a power of attorney, see form PTO/SB/01

Correspondence Address: Direct all communications about the application to:

<input checked="" type="checkbox"/> The address associated with Customer Number <b>OR</b>	26192
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First or Individual Name Address	Fish & Richardson P.C. P.O. Box 1022		
City	Minneapolis	State	MN
Country	United States		
Telephone	Email		

**WARNING:**

Patent/applicant is cautioned to avoid submitting personal information in documents filed in a patent application that may contribute to identity theft. Personal information such as social security numbers, bank account numbers, or credit card numbers (other than a check or credit card authorization form PTO-2038 submitted for payment purposes) is never required by the USPTO to support a patent or an application. If this type of personal information is included in documents submitted to the USPTO, patent/applicants should consider redacting such personal information from the documents before submitting them to the USPTO. Patent/applicant is advised that the record of a patent application is available to the public after publication of the application (unless a non-publication request in compliance with 37 CFR 1.21(b)(2) is made in the application) or issuance of a patent. Furthermore, this record from an abandoned application may also be available to the public if the application is referenced in a published application or an issued patent (see 37 CFR 1.14). Checks and credit card authorization forms (PTO-2038 submitted for payment purposes) are not retained in the application file and therefore are not publicly available.

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true, and further that these statements were made with the knowledge that willful false statements and the like to make are punishable by fine and imprisonment, or both, under 18 U.S.C. 1001, and that such willful false statements may jeopardize the validity of the application, any patent issuing thereon, or any patent to which this declaration is directed.

Full name of sole or first inventor (given name, family name)

Cirigioni Allen McCormick

Inventor's signature

Date

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Full name of second joint inventor (given name, family name)

Kevin J. O'Connor

Inventor's signature

Date

12/24/11

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An attorney or divisional legal representative (not the named or designated inventors) from PTO/SB/01 or 12/08 may sign here.

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